The Accidental Accountant™
Using Improvisation To Create Positive Results

How to Identify, Explain, and Present Pertinent Financial Information to Non-Accountants

Do your business associates and/or clients have difficulty understanding the financials. Are they making decisions without comprehending the financial impact of their actions. They frequently “smother in detail and crave for knowledge.” This high-impact interactive program is loaded with practical ideas and techniques to help associates and clients make better business decisions. Financial Information is one of management’s most useful tools, yet far too many non-accountants are unable to read financial reports and use this information to enhance performance.

Learning Objectives:
Following completion of this course, participants will be able to:

- To help CPAs identify an organization's key financial metrics, determine the "drivers" that impact the metrics, and present the metrics and drivers to non-accountants in understandable patterns.
- To increase the CPA's confidence and effectiveness with making presentations to large and small groups.

Recommended CPE credit: 8 hours

Prerequisites: None

Designed for: Practitioners, auditors, analysts, firm administrators, and finance professionals

Course Level: Basic